

Marketing ROI Techniques:

Improve campaign measurement, analytics and profitability

Washington, DC August 10-11

Las Vegas, NV November 9-10



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Take-aways

- Understanding of the range of measurement methodologies available to capture the incremental impact of marketing
- Accurate marketing ROI calculations that can be used consistently across all marketing initiatives while meeting the standards of the finance group
- Improved strategic and tactical planning with marketing ROI techniques and tools
- A roadmap for putting marketing ROI techniques into practice

Improving the return on investment (ROI) for your marketing initiatives requires a comprehensive approach to the measurement of marketing effectiveness and the analysis of financial outcomes. Recent improvements in marketing analytics and data accessibility make measurements more possible than ever before, yet no “silver bullet” approach exists to make this an easy task. With executives demanding increased accountability, corporate marketing managers must respond to win more of the untapped profit potential that lies just out of reach.

This two-day course will take you through the basics as well as more advanced marketing ROI techniques. It is best-suited to marketing managers, analysts, researchers and executives in medium and large companies who have reasonable access to sales data and resources to dedicate to measurements. Through interactive presentation and discussion, you will learn how to use measurements, analytics and financial discipline to guide the development of more profitable strategies and tactical marketing campaigns.

Jim Lenskold President, Lenskold Group

Jim Lenskold is an international speaker and leading authority on marketing ROI. He consults on marketing profitability management, marketing measurements, advanced marketing ROI techniques, and CMO management tools with Fortune 500 and emerging mid-size B2C and B2B companies. He is the author of the award-winning book, *Marketing ROI: The Path to Campaign Customer, and Corporate Profitability*.

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Day 1

Marketing ROI Overview

- The marketing ROI process
- Framework + measurements = more profitable strategies
- How ROI tools guide marketing decisions

Building the Financial Model

- The ROI Formula: accurately defining investments and returns
- ROI calculations and financial parameters

Optimizing ROI to Maximize Profits

- ROI threshold
- Recognizing and avoiding common errors
- Intro to multi-level ROI analysis

Marketing Effectiveness Measurements

- Measurement techniques
- Measurement options: how to benefit from market testing and modeling
- Establishing a measurement hierarchy
- Measurement case examples
- Advanced modeling and analytics

Day 2

Integrated Strategies Using the Customer Funnel

- Integrating ROI techniques into funnel management
- Mapping sales cycles and buying cycles
- Using funnel metrics to maximize profitability

Campaign Strategies and

Tactical Planning

- Predictive modeling
- Customizing your planning tools
- Power of multi-level ROI analysis
- Offer comparisons
- Targeting as a key profit driver
- Assessing your channel mix

Customer Analytics

- Managing and maximizing customer value
- Using decile analyses, clustering and segmentation
- Case studies on customer base and behavior analysis

Looking at Brand Analytics

- Brand dynamics and ROI
- Balancing short and long term ROI
- Mapping brand attributes

Marketing Metrics and Dashboards

- Aligning key metrics to business objectives
- Role of dashboards in performance management

Implementation Logistics

- People, processes and technology
- Managing and maximizing success
- Prioritizing your action plan